FOR IMMEDIATE RELEASE

Zipcar Officially Launches in Golden, Colorado

Zipcar's car-sharing service gives Golden residents on-demand access to a vehicle, encouraging a car-lite or car-free lifestyle

GOLDEN, Colo., August 17, 2017 – Zipcar, the world's leading car-sharing network, today announced a new partnership with the City of Golden to bring its "wheels when you want them" membership service to area residents, businesses, visitors and students. Two Zipcars are now available for reservation in city-owned parking spots in the downtown Golden area through the partnership.

The two vehicles—a Jeep Wrangler named "Javier" and a Ford Focus named "Shawshank"—are available by the hour or by the day. The vehicles are parked in designated spots for convenient pick-up and drop-off and can be reserved in seconds on Zipcar's mobile app, online or over the phone. Each reservation includes gas, insurance and 180 miles of driving per day, making it a great option for those looking for ways to save money on the high cost of car ownership.

"The addition of Zipcar in Golden represents another transportation option in the community, which is consistent with our goals of providing more access to transportation options and reducing vehicle miles traveled," said Golden Community & Economic Development Director Steve Glueck. "A car-sharing program like Zipcar can provide an effective and cost-efficient way to handle those trips where a car is necessary, without the expense of full-time ownership."

The launch in Golden builds on the company's success at the Colorado School of Mines. With a number of students already using Zipcar, the company was eager to expand its presence off-campus to provide more residents and visitors with convenient access to wheels where they live, work and play. Zipcar members can reserve and drive any of the company's vehicles in Golden as well as more than 12,000 vehicles in the company's global fleet.

"We're excited to launch our car-sharing service in Golden, giving residents the freedom and flexibility of having access to a car without the hassles of owning one," said Nathan Huber, Zipcar regional community marketing manager. "Bringing our service to the area will also help ease some of the city's transportation problems like traffic, congestion and parking demand, by encouraging residents to ditch their personal cars in favor of car sharing."

Local businesses in Golden can benefit from Zipcar's presence through the *Zipcar for Business* (Z4B) program, which offers discounted driving rates Monday through Friday. The Z4B program helps businesses save money, meet environmental sustainability goals and reduce parking requirements by providing employees with access to Zipcar for business needs and other uses.

Prospective members can join the service instantly on Zipcar's mobile app. For more information on Zipcar please visit: www.zipcar.com.

About Zipcar

About Golden
Golden, Colorado is nestled at the base of the Rocky Mountains, 20 miles west of Denver. The City's origins are largely thanks to a valuable resource – gold. Today, Golden's most valuable resources are its beautiful creek, hiking and biking trails, thriving businesses, innovation and friendly people. Golden is committed to sustainability through walkability, bikeability and public transit options. Learn more at www.cityofgolden.net/Zipcar.

# # #

Media Contacts:
Katelyn Chesley
Public Relations Manager, Zipcar
kchesley@zipcar.com
617.678.7206

Karlyn Tilley
Communications Manager, City of Golden
ktilley@cityofgolden.net
303-384-8132